

MANAGEMENT

MASTER 2 Prospective Design

The Masters in Prospective Design is unique in France due to its components in prospective, social innovation, engineering and creation. Most internationally-recognised courses in this field focus on the Design/Marketing combination or Design/Entrepreneurship combination. Engineering and technologies as levers of innovation are often overlooked. This is a unique feature of this course which incorporates technological innovation as a component in the creation of values, alongside design and management, thus creating an entirely multidisciplinary Masters.

The truly innovative concept of this Masters stems from the complementarity of the skills of the three establishments which place design at the heart of the four learning phases: prospective, social innovation, engineering and creation.

THE THREE ESTABLISHMENTS WHICH PARTNER THIS MASTERS ARE IAE, THE ECOLE DES MINES AND THE ECOLE SUPÉRIEURE D'ART ET DE DESIGN.

THE ECOLE DES MINES SAINT-ETIENNE: is one of the most prestigious engineering schools in France, leading the group of generalist engineering schools.

Devoted to training high level engineers and industrial researchers, it operates in an acutely developed industrial context and participates in numerous university and corporate exchanges and partnerships in different continents.

www.mines-stetienne.fr

THE ECOLE SUPÉRIEUR D'ART ET DE DESIGN DE SAINT ETIENNE: trains artists, designers and authors in art. It is one of the three leading schools in France in terms of training in design. The nearby presence of the Cité du Design and the Biennale Internationale du Design gives it an international dimension and strengthens the collaborative network of companies.

www.esadse.fr



OBJECTIVES

The aim of this Masters programme is to train managers who are capable of being the interface between marketing, creation and engineering professions, with the profile of "Design Manager".

- Acquiring and developing an industrial creation practice oriented towards prospective design.
- Develop an ability to appropriate and implement emerging technologies by using them in projects which are focussed on users and user behaviour.
- Imagining and using original economic models, particularly in the field of social innovation.

"The Masters has taught me two things: openness and integration. I have learned how to communicate and work with other professionals, how to understand their language, their tools and the issues they face. Thanks to partnerships with companies and the final internship, the transition to the labour market was entirely natural."
Capucine

National diploma: Master (120 ECTS)

Final qualification: Bac + 5

Length of course: 1 year

Accessible as

Accessible as Initial training
Continuous education/VAE
(validation of acquired experience)



MASTERS

Prospective Design

The course, which should enable students to deepen their own discipline while encouraging the appropriation of other skills linked to the various disciplines, is based on three teaching methods.

A THEORETICAL COURSE:

which adapts to students' origins (digital identity, innovation law, semiotics, social and economic innovation, ambient intelligence, design news, applied and creative arts, etc.).

A PRACTICAL COURSE:

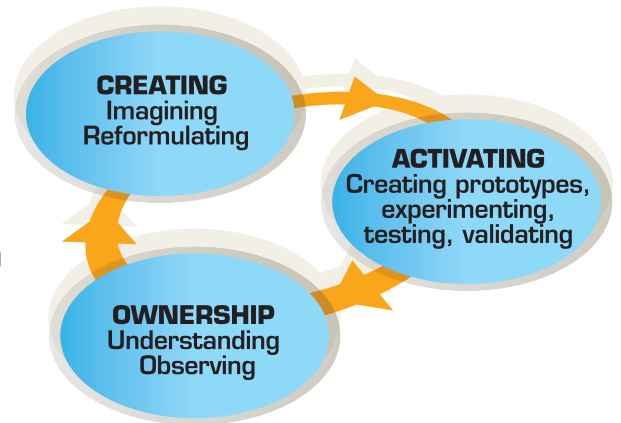
using a project-based approach in the context of workshops combining manufacturers/clusters and other establishments enabling students to work on practical examples.

A PROFESSIONAL COURSE:

enabling engineering, creation and management problems to be addressed in an industrial or collective setting.

Based on Design and the Social and Technological Sciences, classes extend design to other phases of innovative project creation, i.e. observation for appropriation and prototyping.

THIS MASTERS COURSE IS ORIENTED TOWARDS PROTOTYPING AND IMPLEMENTING INNOVATIVE PROJECTS.



Career prospects

Professions

The 'Advanced Design Manager' profile leads to 'project manager' or 'innovation consultant' positions which have an auditing and steering role before and after creation.

- Advice on design project management
- Running design projects in authorities or industries
- Developing industrial projects integrating a design dimension (industrial design)
- Teaching, training

Professional environments

- Major industrial or service companies
- SMEs - SMIs
- Consultancy firms, architects, design firms, design offices
- Public and regional authorities
- Bodies promoting design

Admission

Recruitment level: Bac +3

How to apply?

On the website of the IAE Saint Etienne from March.

This course is also open to employees who are undergoing professional retraining and who hold at least an undergraduate degree and sufficient professional experience as assessed through the Validation of Acquired Professional and Personal Experience system (VAPP).

Eligibility conditions

- Applications can be made by all those holding the IAE de Saint Etienne undergraduate degree or the equivalent of a Bac+ 3 minimum, in Management, Engineering, Arts, Sciences, etc.

Engineering students from the Ecole Nationale Supérieure des Mines de Saint Etienne and ESADSE (Ecole Supérieure d'Art et de Design de Saint Etienne) can join the Masters according to the provisions set out in the agreement between IAE and these establishments.

Internship

Compulsory professional internship lasting between four and six months in the 2nd year of the Masters.



Ecole
supérieure
d'art
et design



CONTACTS

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